



RFID in 2005: Technology and Industry Perspectives

***April 6, 2005
9:00 am – 1:00 pm***

***U.S. Department of Commerce
1401 Constitution Avenue, Washington D.C. 20230***

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- The Department of Commerce's National Telecommunications and Information Administration and the Technology Administration held a workshop in April 2004 titled *From RFID to Smart Dust: The Expanding Market for Wireless Sensor Technologies*, looking at the market, the uses, and the policy issues related Radio Frequency Identification (RFID) technologies. (<http://www.ntia.doc.gov/forums/sensors/index.html>)
 - *RFID in 2005: Technology and Industry Perspectives* follows the 2004 workshop and aims to engage stakeholders and industry in discussions about the potential of the technology and its policy implications.

Purpose:

A forum for the private sector to discuss the latest advances in RFID technology to include: the benefits of RFID, technology development efforts, current and future applications, and privacy and security considerations.

Background:

- RFID technology applications have the immense potential to enhance commerce, personal and business security, and government and business processes. Market estimates for RFID applications range from about \$1 billion in 2004 to almost \$5 billion by 2008, with about 30% of all capital goods carrying RFID tags by 2008. This has important implications for businesses and consumers.
- Introduction of RFID technology into the marketplace requires an explanation of the benefits of the technology and discussions about actual and perceived challenges. In the case of RFID: technical standards, spectrum, international operability, implementation costs, data privacy and security considerations are part of the current discourse on RFID.
- In particular, policy debates both in the U.S. and abroad indicate that much of the concern over RFID is regarding the acceptable use of data, not the technology. If ignored, privacy concerns about the capabilities and use of RFID products could become a significant factor adversely affecting the deployment of RFID.
- The Department of Commerce wants to use this workshop opportunity to ensure that RFID industry concerns and views are heard and that accurate information about the features and abilities of RFID are disseminated.

Format:

- Half-day workshop
- Panelists will give brief presentations on their development, use, or management of RFID technology.

Expected Outcomes:

- Educate stakeholders and policymakers about the benefits of RFID technology, technology development efforts, current and future applications, and privacy and security considerations.
- Understand industry's experiences in implementing RFID technologies.

Information:

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Workshop Agenda

- 9:00 – 9:05 am** **Welcome and Opening Remarks**
 Phillip J. Bond, Under Secretary of Commerce for Technology
 Michael D. Gallagher, Assistant Secretary of Commerce for
 Communications and Information
- 9:05 – 9:25 am** **Scene-setter: RFID in 2005**
- The Technology and its Maturation (10 minutes)
 - Applications, Timelines of RFID Deployment and Mandates (10 minutes)
- 9:30 – 11:30 am** **Industry Perspectives**
- Panel 1 – Hardware Industry (Tag/Reader Companies)
 - Panel 2 – Middleware Industry (Software/Data Management Companies)
 - Panel 3 – Suppliers
 - Panel 4 – Retailers
- Suggested Discussion Questions:
1. Describe your company's use, planned use, or development of RFID or RFID-related technology, the benefits to your company or industry from RFID, and timeframes of deployment.
 2. What are some challenges your company or industry faces with RFID, what's successful and why, what isn't working, and why?
 3. To what extent do you expect the overall uptake of RFID technology in your industry to evolve or grow in the next 2-3 years?
 4. Is customer outreach or education an aspect of RFID deployment for your company or industry?
- 11:30 – 11:45 am** **Break**
- 11:45 – 12:45 pm** **Privacy and Security – Challenges and Best Practices**
- Suggested Discussion Questions
1. What security measures are in place at the RFID system and machine/network level?
 2. What data collection and data handling policies are in effect with your RFID implementations?
 3. What information-sharing practices do you utilize with your industry partners, stakeholders, or customers?
- 12:45 – 1:00 pm** **Conclusion and Wrap-up**